

Project ID : **1071**

Project Name : **Study on ICICIs marketing strategies of financial products**

Project Type : **Banking / Finance**

Project Link : <https://www.readymadeproject.com/FullProjectDetail?id=210>

: <https://www.readymadeproject.com/QuickPay?id=210&type=mba>

## **Project Report Table of Content**

<b>ABSTRACT</b> .....	<b>2</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>3</b>
<b>CHAPTER I – INTRODUCTION</b> .....	<b>7</b>
1.1 Introduction.....	7
1.2 Increasing importance of marketing in banking industry .....	8
1.3 Bank Marketing Method .....	9
1.4 Features of Bank Marketing.....	10
1.5 Marketing Strategies of Banks.....	12
1.6 recent trends in marketing strategies of banks .....	14
1.7 Marketing Mix in Bank.....	15
<b>CHAPTER 2 – SCOPE AND OBJECTIVE</b> .....	<b>18</b>
2.1 Scope of the study.....	18
2.2 Objective of the study .....	18
2.3 Statement of Problem.....	18
2.4 Limitation of Study .....	19
<b>CHAPTER 3 – ORGANIZATION PROFILE</b> .....	<b>20</b>
3.1 Indian Banking System .....	20
3.2 Growth of Indian Banking Sector .....	21
3.3 Structure of Organised Indian Banking System.....	22
3.4 Bank Profile – ICICI Bank .....	25
3.5 History of ICICI Bank .....	26
3.6 ICICI Bank Today.....	31
3.7 SWOT Analysis of ICICI bank.....	32

3.8 ICICI Bank Product and Services .....	34
3.9 Marketing Strategy of ICICI Bank .....	37
3.10 Marketing mix of ICICI bank .....	39
<b>CHAPTER 4 – LITERATURE REVIEW .....</b>	<b>42</b>
4.1 Introduction.....	42
4.2 Service Marketing.....	43
4.3 Financial Services Marketing .....	44
4.4 Financial Product Marketing Strategies .....	45
<b>CHAPTER 5 – RESEARCH METHODOLOGY.....</b>	<b>53</b>
5.1 Research approach .....	53
5.2 Research Philosophy .....	53
5.3 Research design .....	54
5.4 Data collection .....	54
5.4.1 Types of Data.....	54
5.5 Statistical Tools.....	55
<b>CHAPTER 6 – DATA ANALYSIS &amp; INTERPRETATION.....</b>	<b>56</b>
<b>CHAPTER 7 – FINDINGS, CONCLUSIONS &amp; RECOMMENDATIONS.....</b>	<b>66</b>
7.1 Findings.....	66
7.3 Suggestion.....	68
7.2 Conclusion .....	69
<b>BIBLIOGRAPHY .....</b>	<b>70</b>
<b>APPENDIX – QUESTIONARIES’ .....</b>	<b>71</b>

## Project Synopsis Table of Content

1. Introduction .....	3
2. Statement of Problem .....	4
3. Objectives of Study .....	4
4. Research Methodology .....	5
5. Project Analysis Plan:.....	6
6. Limitation of the study: .....	6
7. Chapter Design: .....	6
8. Literature Review: .....	7
9. References: .....	8



Please contact **R. M. Solution.** 📞 +91-9920329254, 📠 +91-22-28550428

✉ : [info@readymadeproject.com](mailto:info@readymadeproject.com) or [ajprofessionals@gmail.com](mailto:ajprofessionals@gmail.com)

🌐 <https://www.readymadeproject.com>

\*\* This is readymade project, for new unique, plagiarism free project order please visit  
<https://www.readymadeproject.com/TrainingAndDevelopment>